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DIRECT MAIL (COPY)

Yes! You can count on my support
 Here is my gift to help Easter Seals Kids
 I am enclosing: \$25 \$35 \$50 Other \$ _____

I have enclosed my cheque payable to: The Easter Seal Society, Ontario
 Please charge my donation to my credit card: VISA MC AMEX

Country of birth: _____
 5008 Billy Sharma 2841
 1407 - 89 Harbour Square
 Health & Johnson Consultants
 Toronto, ON M5J 2H2

Please insert your correct name and address if necessary.
 604-SEED-2005 EDM-094

Please send me an autographed copy of Zoom? (Maximum donation of \$100 on top receipt's amount - valid address only)

I want to receive "Zoom" in Spring, Summer, or Fall. Please send me 12 issues. YES NO

Charitable Registration # 11966377 RR000

YES! I WILL HELP RIGHT NOW. **PUT A SMILE ON OUR CHILDREN'S FACES** **SORRY I CAN'T HELP NOW.**

1. Select one of the stickers from either side.
 2. Peel it off and place it in the box on the Donation form and mail it back in the postage paid envelope.

YOU CAN DONATE SECURELY ONLINE AT www.easterseals.org OR CALL TOLL-FREE 1-800-448-4332 1182 Edgewood Avenue East, Suite 104 Toronto, ON M1C 3C4

AN EASTER SEAL PACKAGE WITH A DIFFERENCE

For three years I created all the direct mail material for Easter Seals, Ontario. Each time I write for a charity I feel like I have just released thousands of balloons into the air with a message. Where they will land and how someone who gets them will react I sometimes never know for months.

Normally letters for non-profits are filled with sad stories, but this time The Easter Seal Society of Ontario had staged a coup. They had a wonderful offer to give away a book called ZOOM by the famous children's author Robert Munsch about a spunky little child with physical disabilities named Laurretta. Mr. Munsch graciously offered to sign copies of the book as an incentive to donors. Michael Martchenko, who illustrates Robert Munsch's books, did a marvelous job providing images for this package.

There were two reasons why this package did so well. First, because, of the incentive of the book itself. Next the 'Yes' & 'No' stickers played a major part in getting people involved. I am proud to have written this truly fun package. I remember my friend Tony Lovell who once said to me, "Writing copy is like sweating blood." But this time it was pure joy because I was as high as the balloons that I cast into the air.



Front of envelope
 Back of envelope

The entire package had the same spunky fun feel as the child, Laurretta, featured in it.